HUMANITIES SUMMER SCHOOL
COURSES

Period: 20 June – 1 July 2022

‘Make’ in Italy: An Introduction to Entrepreneurship and Startupping

C/o CYFE, Center for Young and Family Enterprise, Project Manager
Prof. Davide Hahn

The entrepreneur is an agent of change and an innovator who seizes opportunities and needs in a wide range of fields. Radical and rapid changes in new technologies, such as Information Technologies, biotechnologies, new materials, renewable energies, and the opportunities coming from a globalized and interconnected economy encourage the establishment of startups ready to act in different sectors. A new approach to health, aging and lifestyles also opens entrepreneurial possibilities. Moving from an analysis of the specific features of ‘made in Italy’ and of ‘family business’, both at the core of the Italian economic system, the course develops the idea that entrepreneurial culture fosters innovation in all spheres.

The course is mainly lab-oriented and challenges students to explore innovative ideas of business and discover their entrepreneurial potential.

At the end of the course students will be able to:
- analyze the value of an entrepreneurial idea through different perspectives
- know the tools needed to establish and develop a startup

Digital Humanities: Theory and Practice

Prof. April Patrick (Fairleigh Dickinson University)

Digital Humanities is a broad term that includes a wide range of approaches to engaging with literature, history, and art by using technological tools to provide new insights about those materials or new ways of accessing them. This course explores the goals and methods of digital humanities work and provides hands-on experience with textual analysis and distant reading, data analysis and visualization, network analysis, and digital editions and publishing. Each meeting will include theoretical foundation and history of digital humanities as a field, analysis of existing digital humanities projects, reading and discussion of literary texts, and hands-on activities to use digital humanities tools.